

## CLAIMS

1. A design tool for editing Internet based web pages comprising a user interface having a matrix with columns and rows defining sections for containment of information.  
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2. A design tool according to claim 1, wherein each column has a width and each row has a height, and wherein said widths of said columns and said heights of said rows are adjustable.  
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3. A design tool according to claim 2, wherein said widths of said columns and said heights of said rows are adjustable by a click-and-drag action performed with a pointer device.
- 15 4. A design tool according to claim 2, wherein said user interface is configured for combination of at least two of said sections to form one new combined section.
- 20 5. A design tool according to claim 2, wherein said design tool is configured to receive information to be contained in a section by a user's drag-and-drop action performed with a pointer device.
- 25 6. A web portal on the Internet for a plurality of subscribers, said web portal comprising a plurality of user accessible web pages, each of said web pages being associated with a subscriber and presenting information from said subscriber, wherein said web pages are hosted as sub-pages under a common Internet address for said web portal, wherein said web portal comprises a design tool for the subscribers having computers for editing their associated web page on said web portal, said design tool being configured as a matrix with  
30 columns and rows defining sections for containment of information.

7. A web portal according to claim 6, wherein said design tool is configured to functionally reside on the web portal without download of program parts to the computer of a subscriber during use of the design tool by the subscriber.
- 5 8. A web portal according to claim 6, wherein each column has a width and each row has a height, and wherein said widths of said columns and said heights of said rows are adjustable.
- 10 9. A web portal according to claim 8, wherein said widths of said columns and said heights of said rows are adjustable by a click-and-drag action performed with a pointer device.
- 15 10. A web portal according to claim 6, wherein said user interface is configured for combination of at least two of said sections to form one new combined section.
- 20 11. A web portal according to claim 6, wherein said design tool is configured to receive information to be contained in a section by a drag-and-drop action performed with a pointer device by said subscriber designing an associated web page.
- 25 12. A web portal according to claim 6, wherein said information on said web portal is divided into a plurality of categories, each subscriber being associated with at least one category.
- 30 13. A web portal according to claim 6, wherein said web portal comprises an information forum with discussion groups for sharing subscriber information among the subscribers.
14. A web portal according to claim 13, wherein said discussion groups are only accessible by the subscribers.

15. A web portal according to claim 14, wherein said web portal comprises an electronic archive for storage of information concerning topics for discussion among subscribers.
- 5 16. A web portal according to claim 15, wherein particular of said topics are accessible only by subscribers predetermined by a particular subscriber that has established said particular topic.
- 10 17. A web portal according to claim 6, wherein said portal is configured to show advertisements of non-subscribers.
- 15 18. A web portal according to claim 6, wherein said web portal is programmable by any of said users using said web portal, said programming identifying at least one category from which said user may receive information about products and services.